

Executive Summary

Key Digital Marketing/Campaign Metrics

Wednesday, March 11—Friday, June 12, 2015

STOP THE CLOT,
SPREAD THE WORD™



The National Blood Clot Alliance (NBCA) launched its *Stop the Clot, Spread the Word™* nationwide digital marketing campaign on March 11, 2015, as part of its cooperative agreement with the Centers for Disease Control and Prevention (CDC). This three-month promotional effort was implemented in two phases during the timeframe of the program's March 11 launch date and June 12 conclusion. This report provides details about the results of this effort.

A brief executive summary of our campaign results is outlined below:

Phase I

Digital Media Press Release

- Audience: 8,354,830 estimated unique viewers
- 4,094 combined page views
- 485 clicks to links within DMPR, three times higher than the industry average of 124

Web Banner

- 4,000,000 impressions
- 9,479 clicks
- 24% click-through rate (CTR), three times higher than the national benchmark CTR of about 7%

Stop the Clot, Spread™ the Word Microsite

- 58,164 unique visitors in first three months
- Average time spent on page: 1:44
- Risk factor check list downloads: 1,155 in first three months

Video

- 2,323 video views in first three months
- 34% of views from campaign Web or microsite
- Average view duration via embedded video on campaign website: 3:23

Phase II

Infographic Distribution

- 996 news website placements result in a total online readership of 59.7 million, 5 times greater than NBCA had anticipated
- The advertising value of 59.7 million online news website readers is \$716,507
- An additional 21,547 online viewers via StumbleUpon

Bloggers

- 3 Placed Blog Features with a combined audience reach of 35,995
- Numerous other organic blog features
- HHS and CDC blog posts

Facebook

- 18 campaign-focused NBCA Facebook posts over three months reached 352,435 people
- NBCA's Facebook posts during this three-month period were shared 3,093 times
- This Facebook exposure led to 8,627 clicks on links to *Stop the Clot, Spread the Word™* campaign materials

Twitter

- NBCA's campaign-focused Tweets over three months generated 19,637 impressions on Twitter.
- These NBCA campaign-focused Tweets resulted in 905 Twitter user engagements (i.e., favorites, retweets, comments).
- A total of 267 campaign links were clicked via just NBCA's Twitter posts alone.